

SSC&B Inc. Advertising

ONE GAG HAMMARSKJOLD PLAZA • NEW YORK, N.Y. 10017 • (212) 644-9000

June 28, 1978

Mr. Norman Chester
Media Director
The American Tobacco Company
245 Park Avenue
New York, New York 10017

Re: Painted Bulletin Availabilities
Cleveland, Ohio

Dear Norm:

Seagram is giving up two prime high spot painted bulletins in Cleveland. You will recall that we picked up one Seagram permanent on I-71, the Medina Freeway, incoming on January 1, 1978.

These two choice locations will both be available on September 1, 1978 and details are as follows:

- (1) Innerbelt Freeway W/O Broadway NL, east facing.
Size of Bulletin: 21' x 70'6"
D.E.C. - 97,900
Cost per month: \$2,500.00 flat rate three years
- (2) West Shoreway and West 29th St. SL, west facing.
Size of Bulletin: 15'10" x 57'
D.E.C. - 86,300
Cost per month: \$2,000.00 flat rate three years

Foster & Kleiser will give us no options on these very desirable units. I know that Philip Morris has been looking for the Innerbelt in particular to fill out their coverage pattern.

I have spotted a map to indicate these two locations and the one we now have. Photographs will follow as soon as received. Again, it is one of those situations where the first contract in gets the space.

Best wishes,

RLB

R.L. Briggs
Vice President
Out-of-Home Media

RLB/am

cc: W. Deganhardt	D. Bellucci	J. Morales
J. Meillett	D. Bomeisler	K. Kaeumlen
H. Miller	F. Doyle	E. Arduna
R. Hinson	J. Grogan	A. Maloney

Tom Chester

JIM

See attached

7/6/78

1. MARKET RANK #15
2. ABOVE AVERAGE SALES PERFORMANCE
3. RECOMMEND BUYING BOTH UNITS.
FUNDS, \$15,000, ARE AVAILABLE
WITHIN AUTHORIZED BUDGET

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